INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1768 — Washington, D. C. — February 27, 1960

N.C.A. To Be Represented at Conference on Safety

N.C.A. has accepted an invitation to be represented at the President's Conference on Occupational Safety to be held in Washington March 1-3.

The Conference will bring together more than 3,000 leaders from industry, labor, agriculture, government, insurance, education, health, and private safety organizations.

Their purpose is to devise and then apply voluntary, cooperative means for reducing the 13,300 deaths and nearly 2 million disabling injuries occurring annually because of on-the-job accidents.

Under the general chairmanship of Secretary of Labor James P. Mitchell, the Conference will examine how to minimize losses in manpower, technical skill, human suffering, and financial waste that are a result of job accidents.

Low-Sodium Declaration

A draft proposal to the Food and Drug Administration for amending the regulations governing the declaration of sodium on labels of canned foods was sent on February 26 to all packers who responded to previous N.C.A. inquiries on the subject. Canners who have not received a copy of this proposal but who have an interest in the matter should write to N.C.A. immediately and a copy will be forwarded to them.

In general the proposal relates to sodium levels less than 10 milligrams per 100 grams of food and recommends that an alternative label declaration be permitted as follows: If a food contains less than 10 milligrams of sodium in 100 grams of the food and less than 10 milligrams of sodium in an average serving of the food, the label may bear an alternative statement to that effect. This would make it unnecessary to state the exact amount shown by analysis when less than 10mg/100 gm, though that could still be done if the canner or distributor preferred. It would not remove the need for substantiating the sodium level by periodic analysis.

Action on Wage-Hour

The Senate Labor Committee met again in executive session February 23 to continue its discussion of proposed amendments to the Fair Labor Standards Act, but took no final action.

The Committee had before it, as at its meeting on February 15, a print of the Kennedy bill, S. 1046.

It was reported unofficially that the Committee at its meeting this week agreed tentatively to some amendments.

N.C.A. To Study Institutional Market Menu Costs and Profits

A fact-finding study on the profitability of canned foods to the institutional market has been undertaken by the N.C.A. Consumer and Trade Relations Program, and will be conducted by Leo Nejelski and Company, New York market development counsel. The study was authorized at the convention meeting of the C. & T.R. Committee, January 17.

Objective of the study is to supply the mass feeding market with cost and menu standards for popular recipes using fruits and vegetables as ingredients. To provide the facts for these standards, the study will consider comparative costs of canned, fresh and frozen fruits and vegetables in fast-moving items used by six types of mass feeding establishments in four metropolitan areas.

Included will be restaurants and cafeterias, diners and drive-ins, employee feeders, hospitals, hotels, colleges and universities, in New York, Atlanta, Chicago and Indianapolis.

The study, in collecting facts, will include approximately 50 to 60 representatives from the trend-setting large and medium size operations in all six categories in the four cities.

Cost and menu standards will be prepared, based on the facts found by considering net yield, preparation time and preparation methods (when they affect cost and/or quality), appearance, and flavor.

With the rising cost of labor, the growing lack of skilled help, higher costs for overhead, etc., cost and menu standards are becoming a necessity for the mass feeding market if realistic merchandising of cooked food to the public is to be achieved. In fact, the goal of every operator is lower food costs, lower preparation costs, and lower service costs, while the public demands high quality food and service. Learning how canned foods best meet these requirements is the aim of the study.

Case histories, based on the facts from the study, will be prepared for trade publications, to tell the story in more detail.

A news release, announcing the study was issued February 19 to 69 institutional and trade publications.

FDA Commissioner Commends N.C.A. Activities

Following is the text of a letter sent to N.C.A. Secretary Carlos Campbell by George P. Larrick, Commissioner of Food and Drugs, on February 24:

"It was with a great deal of pleasure that I read the National Canners Association's resolution on the canning industry's relationship with the Food and Drug Administration as adopted during the Association's 53rd annual convention.

"The close cooperation which has existed over the years between the Food and Drug Administration and the National Canners Association has been a source of pride to me because of my conviction that such cooperation inevitably must lead to a better understanding of and better compliance with the objectives of the Federal Food, Drug, and Cosmetic Act.

"Additionally, may I comment also on the January 30, 1960, issue of your INFORMATION LETTER. The articles therein represent a most wholesome attitude on the part of the Association and its members to take clear-cut steps designed to prevent the marketing of unsafe products. May I add my commendation to those which I am sure you have received from other sources."

Canned Foods Nutrition Cited in NEA Series, New Diet Book

Appearing in newspapers throughout the country with a combined circulation of 25 million is a series of articles by Gaynor Maddox, NEA food and markets editor, on the latest findings of nutrition scientists on dieting and weight control.

Six articles appear in the series, beginning with "The Sure Way to Better Looks, Better Health." Others in the series are entitled "Reorganizing Your Daily Eating Habits Is the Key," "Be a Tortoise, Not a Hare, in Reducing," "Moderately Active, Daily Exercise Is Important," "Eating With the Family Best for Dieters," and "No Magic Ways to Reduce."

Each article gives pertinent information for the dieter and carries high protein, moderate fat menus of 1,200 and 1,500 calories. In the third article, Mr. Maddox says, "The 1500-calorie menu with liberal use of canned foods was prepared by Katherine R. Smith, member of the American Dietetic Association, and Gloria Hansen, member of the American Home Economics Association."

The articles introduce Mr. Maddox' new book *The Safe and Sure Way to Reduce* to be published by Random House in February. The foreword of the book was written by Dr. Charles Glen King, executive director of The Nutrition Foundation, and the diet menus were prepared by various foods and nutrition specialists. Among the contributors of menus for the book were Katherine R. Smith and Gloria Hansen of the N.C.A. Consumer Service Division.

The menus for seven days featured canned foods in appetizing meals meeting nutritional low calorie requirements.

Better Homes and Gardens

Canned foods are featured in two food articles in the February issue of *Better Homes and Gardens* magazine.

The article entitled "Cherry desserts!" begins: "Brand new cherry specials are being cooked up by the youngsters. At the National Cherry Dessert Contest, we found 51 new ways with cherries. Here are five—take your pick." Four of the recipes used canned red tart pitted cherries.

The second article, "Favorite casseroles," uses canned foods in four recipes: tomatoes, tuna, mushrooms, pimientos, crab meat, cream of chicken soup, white potatoes, onions, and corned beef.

McCall's

"Soup Supper Superb," in the February issue of *McCall's* magazine, includes a number of canned foods.

Canned foods used in the recipes are chicken broth four times, consomme three times, lemon juice, whole kernel corn, peas twice, green beans, tomato sauce, tomato paste, cream style corn, and crab meat.

Parents'

"Canned Corn In Family Meals," in the February issue of *Parents'* magazine, features canned whole kernel and cream style corn. The article describes both and gives recipes using both. Also, canned corned beef hash is used in one of the recipes.

The Progressive Farmer

Lena Sturges, associate editor, features canned foods in "Supper on the Farm" in the February issue of *The Progressive Farmer* magazine.

Miss Sturges begins the article, "If you are stuck for a menu for supper, just open up the pantry doors and get out some canned foods as a starter."

The recipes and menu include the following canned foods: green beans, tomato soup, ripe olives, mushrooms, and sliced peaches.

True Story

"Your favorite flavor? Tomato!," an article in the February issue of *True Story* magazine, features canned tomato sauce, tomatoes and tomato soup.

In addition to the canned tomato products, other canned foods included in the reader-contributed recipes are peas, kidney beans, mushrooms, green beans, and mixed vegetables.

The article is illustrated with two color photographs of a recipe using canned tomato sauce and peas.

Stocks of Canned Peas

(N.C.A. Division of Statistics)

	1958–59	1959–60
	(thousands of actual cases)	
Carryover, June 1	8,495	9,650
Pack	33,110	29,020
Total supply	41,605	38,670
Stocks, Feb. 1	20,571	16,307
Shipments during Jan.	3,404	2,913
Shipments, June 1-Feb. 1	21,034	22,363

FDA Amends Standard for Tomato Puree

The FDA has published in the *Federal Register* of February 26 an order amending the definition and standard of identity for tomato puree so as to permit use of the label term "concentrated tomato juice" on products containing not less than 21 percent of salt-free tomato solids.

Text of the FDA order will be published in next week's issue of the INFORMATION LETTER.

The Workbasket

"One Dish Meals," a seven page-article in the February issue of *The Workbasket*, a needlecraft magazine, includes a number of canned foods in the recipes.

The article says, "There are many delights to be rediscovered in preparing one dish meals. Numerous combinations of meat, fowl or cheese and vegetables have been found to add variety."

Nine of the 13 recipes include canned foods. Those used are tomatoes twice, corned beef hash, corned beef, whole kernel corn twice, cream of chicken soup three times, boned chicken, onion soup, peas, cream of mushroom soup, and stewed tomatoes.

The Workbasket has a subcription and newsstand circulation of 1,500,000.

1959 Packs of Vegetables

(N.C.A. Division of Statistics)

PEAS AND CARROTS

Region	1958	1959
	(actual cases)	
Northeast	92,654	130,297
Midwest	874,420	901,194
West	550,595	714,344
U. S. Total	1,517,669	1,745,835

Northeast: Del., Maine, Md., N. Y., and Pa.
Midwest: Ark., Ind., Mich., Minn., and Wis.
West: Ore., Utah, and Wash.

MIXED VEGETABLES

The 1959 pack of canned mixed vegetables totaled 1,972,633 actual cases compared with the 1958 pack of 2,319,712 cases.

SUCCOTASH

The 1959 pack of canned succotash totaled 386,427 actual cases compared with the 1958 pack of 384,292 cases.

Citrus Fruit Production

Total production of citrus during the 1959-60 season is expected to be 2 percent more than last year and 10 percent above average, on the basis of February 1 conditions reported by the Agricultural Marketing Service of USDA. Compared with last season, increases are indicated for oranges, lemons, tangelos and limes, and decreases are expected for grapefruit and tangerines.

Valencia oranges in Florida are indicated at 42,500,000 boxes, up 9 percent from last year. California expects a smaller crop, and the total, including Texas and Arizona, is indicated at 64,600,000 boxes, up 3 percent from 1958-59.

Grapefruit in Florida is down 9 percent from last season but in Texas it is 38 percent more than last year and 53 percent above average. The total crop is indicated at 42,800,000 boxes, down only 3 percent from last year.

Illinois Canners Association

L. W. Bergstrom of The Illinois Canning Co., Hoopeston, was elected president of the Illinois Canners Association at the annual business meeting.

H. E. Larkin, Rochelle Asparagus Co., Rochelle, was elected vice president. W. D. Jones, Streator, was continued in office as secretary-treasurer.

Northwest Packers & Growers

Alvin H. Randall, United Growers, Inc., Salem, Ore., was elected president of Northwest Packers and Growers, Inc., recently at the 14th annual meeting.

Stuart R. Kerr, Kerr Conserving Co., Portland, Ore., was elected vice president. William E. Yeomans, Portland, Ore., was continued in office as secretary-treasurer.

The Association, with 43 company members in Oregon and Washington, serves the fruit and vegetable processing industry in labor and industrial relations matters.

New Overhead Conveyor

A lightweight 40-foot conveyor supported from a ceiling track has been developed for use in filling potato storages. It is described in a report, *A Light-Weight Conveyor for Filling Deep-Bin Potato Storage* (AMS 362), issued by the USDA.

Sour Cherry Research

The Red Tart Cherry Research Committee sponsored a two-day conference at the New York State Agricultural Experiment Station, Geneva, February 24-25, on red sour cherry research. This committee is composed of five canners representing the N.C.A. and five growers from the National Cherry Growers Council. The committee members represent the important sour cherry producing and processing areas in the Midwest and East.

The conference consisted of reports on recent research by workers in the USDA and from Experiment Stations in Michigan, Pennsylvania, Wisconsin, and New York. Research on production practices and their influence on fruit yield and quality, progress made and problems encountered in the mechanical harvesting and handling of red cherries, as well as practices and factors influencing the processed quality of red tart cherries, were discussed. Processors and growers who attended the conference also participated actively in the program.

The nearly 100 research workers, processors, growers, and allied industry representatives attending the conference also had the opportunity to see the new food research facilities being constructed at the Experiment Station.

This was the second such conference held to discuss research progress on sour cherry problems, the first having been held in Detroit March 10-11, 1958, under the sponsorship of the N.C.A.

Price Support for Dry Beans

USDA has announced that the national average support price for 1960-crop dry beans will be $5.35 per hundredweight, the same level which was in effect for 1959 production.

The supported classes of dry beans produced in 1960 will be the same as for 1959 and include pea, medium white, great northern, small white, flat small white, pink, small red, pinto, red kidney, large lima, and baby lima beans.

The support price reflects approximately 60 percent of the February parity price of $8.85 per hundredweight.

The limitation of $50,000 on nonrecourse price support for crops in surplus will not apply to 1960 production of dry beans.

USDA Utilization Research

Dr. Roy C. Newton, former vice president in charge of research for Swift & Company, Chicago, has been appointed to a newly-created position of Co-ordinator for Utilization Research in the USDA. The appointment was announced by Secretary Benson February 24.

The Co-ordinator will be responsible for continuing review of all utilization research and development work, including that being done under federal grant funds and under contracts and grants in institutions in the United States and abroad.

The appointment, Secretary Benson said, further emphasizes research within the USDA to find new industrial outlets for profitable use of agricultural commodities, especially those that may be in surplus.

Dr. Newton retired from Swift and Company May 1, 1959, after 35 years with that firm. He had received his Ph.D. in chemistry at the University of Chicago in 1924.

Farm Equipment Research

Improved equipment and methods for applying pesticides to farm crops is needed in some areas, the USDA's Farm Equipment and Structures Research Advisory Committee indicated at its annual meeting February 9-12.

There is evidence that failure of some commonly-recommended pesticides to give satisfactory control may be due to a lack of accurate knowledge of the best methods of application, according to the committee, and strengthened research is needed to develop such information.

Among other recommendations were studies to obtain new knowledge of the influence of environment on farm animals and poultry. Growth, health, fertility, production, and feed consumption are influenced by an animal's ability to dissipate or conserve heat which is influenced by environment, it was pointed out.

The committee also recommended engineering and economic research to uncover new principles for improvement of farm layouts, building design and arrangement, electric and mechanized equipment, and controls for automatic systems; expanded studies on water requirements of modern farmsteads and waste disposal methods; and research into the nature, causes, and extent of farm accidents.

Status of Legislation

Senate and House bills of particular interest to the canning industry are described below, together with a report of their current status:

Antitrust enforcement—S. 11 and H. R. 11, to strengthen the Robinson-Patman Act with respect to alleged price discrimination, are pending before the Senate and House Judiciary Committees, respectively. (N. C. A. has registered its opposition.) S. 716, to authorize the Justice Department to compel the production of documents in civil antitrust cases, was passed by the Senate last year and is pending before the House Antitrust Subcommittee.

Cease-and-desist orders—H. R. 8841, to amend the Federal Trade Commission Act to provide for the issuance of temporary cease-and-desist orders to prevent certain acts and practices awaiting the outcome of FTC proceedings, is pending before the House Interstate and Foreign Commerce Committee.

Color additives—S. 2197, to amend the Federal Food, Drug, and Cosmetic Act with respect to the use of color additives, was passed by the Senate last year, with amendments, and is pending before the House Interstate and Foreign Commerce Committee. Hearings on this and a similar bill, H. R. 7624, were conducted by the House committee Jan. 26, 27, and 29 and Feb. 10 and 11. (See INFORMATION LETTER of Feb. 13 for a report of N.C.A.'s position.)

Co-op bargaining—H. R. 1793, to authorize cooperative associations of producers to bargain with purchasers singly or in groups, is pending before the House Judiciary Committee.

Co-op marketing—S. 2014, to authorize associations of agricultural producers to own and operate marketing facilities, is pending before the Senate Agriculture Committee.

Family farm income act—H.R. 10355 and similar bills pending before House Agriculture Committee would make canning crops subject to marketing orders and provide for collective bargaining for price.

Farm labor—H.R. 9869, 9871, and 9875, to amend title V of the Agricultural Act of 1949 to require joint approval by the Secretaries of Agriculture and Labor in the issuance of regulations affecting the wages and working conditions of agricultural labor, are pending before the House Committee on Agriculture.

Federal preemption—H.R. 3, to establish rules of interpretation concerning the effect of an Act of Congress on state laws, was passed by the House last year and is pending before the Senate Internal Security Subcommittee which conducted hearings last year on a similar bill, S. 3. (N.C.A. has requested that federal food regulatory laws be excluded from the scope of these bills.)

Marketing orders—H.R. 9693, to amend the Agricultural Marketing Agreement Act of 1937 to authorize the Secretary of Agriculture to issue marketing orders with respect to certain processed fruits, is pending before the House Domestic Marketing Subcommittee. H.R. 642, to provide flexibility in the operation of marketing agreement programs, and H.R. 1070, to extend the applicability and coverage of marketing agreements and orders, are also pending before the House Agriculture Committee.

Migrant labor—The following bills are pending before the Senate Subcommittee on Migratory Labor: S. 1778 and S. 2498, to require crew-leader licensing; S. 1085 and S. 2141, to regulate the wages and hours of migrant farm workers and their children; and S. 2864 and S. 2865, to provide funds for the education of migrant farm workers and their children. Companion bills have been introduced in the House.

Minimum wage—S. 1046, to increase the minimum wage and reduce the overtime exemptions of fruit and vegetable canners, is pending before the Senate Labor Committee. (N.C.A. has filed a statement in opposition to changes in the overtime exemptions.) H.R. 4488, a similar bill, is pending before the House Subcommittee on Labor Standards.

Poultry marketing—S. 2516 and similar bills to promote orderly marketing are pending before a Senate Agriculture Subcommittee which held hearings Feb. 25-26.

Pre-merger notification—H.R. 9896 and S. 442, to amend the Clayton Act to provide for prior notification and suspension of certain mergers and acquisitions, are pending before the House Judiciary Committee. H.R. 2325 is pending before the House Antitrust Subcommittee.

Price-increase hearings—H.R. 6263, to authorize the Government to hold public hearings on price or wage increases, prospective or actual, which appear to threaten national economic stability, has been reported by the House Government Operations Committee. S. 2382 and S. 64 are pending before the Senate Banking Committee, which held hearings Feb. 24-26.

Price-increase notification—S. 215, to require certain corporations to file advance notice of proposed price increases, is pending before the Senate Antitrust and Monopoly Subcommittee. H.R. 4934 is pending before the House Judiciary Committee.

President Calls Conference on Water Pollution Control

The President has vetoed the bill, H.R. 3610, to amend the Federal Water Pollution Control Act to increase grants for construction of sewage treatment works, and has requested the Secretary of Health, Education, and Welfare "to arrange for a national conference on water pollution to be held next December."

H.R. 3610 would have authorized an increase in federal grants to municipalities for assistance in the construction of sewage treatment works from $50 million to $90 million annually and from $500 to $900 million in the aggregate. The President's veto message was sent to the Congress February 23.

The President's message stated that "because water pollution is a uniquely local blight, primary responsibility for solving the problem lies not with the federal government but rather must be assumed and exercised, as it has been, by state and local governments."

The veto message outlined four steps which the President believes the federal government should take. With respect to the national conference to be arranged by the Secretary of HEW, the President said:

"This conference will help local taxpayers and business concerns to realize the obligation they have to help prevent pollution. It is unconscionable for one town or city deliberately to dump untreated or inadequately treated sewage into a stream or river without regard to the impact of such action on the lives of down-stream neighbors. Local taxpayers should be willing to assume the burdens necessary to bring such practices to a halt. Businessmen and industrialists must face up to the expenditures they must make if industrial pollutants are to be removed from the nation's waters. In short, the proposed conference will provide a forum in which all concerned can confront and better appreciate their mutual responsibility for solving this pressing problem."

Step No. 2 will be the submission of recommendations to Congress for strengthening the enforcement provisions of the Federal Water Pollution Control Act.

Step No. 3 is a continuation of the present federal aid program.

Step No. 4 involves federal assistance through research and technical assistance.

The House on February 25 failed to override the veto.

Co-op Marketing Seen as Need To Match Professional Buyers

R. B. Tootell, Governor of USDA's Farm Credit Administration, stated this week that farmers and ranchers need to "band together more effectively through cooperatives" in order to compete successfully in modern society.

"As food marketing becomes more concentrated in relatively few concerns, farmers will have greater need than ever for their marketing cooperatives, so they may have the benefit of professional sellers to match professional buyers," he declared.

Mr. Tootell discussed some of the challenges facing agriculture with about 1,000 Texas farmers, ranchers and agricultural officials in Austin February 23.

The next decade, Mr. Tootell said, will see continued change with further emphasis on the need for efficiency and good management. "More of the farmers' production supplies must be purchased off the farm," he pointed out, "so farm supply cooperatives well may have an increasingly important role to play."

Mr. Tootell foresees a continuation of the cost-price squeeze dogging farmers in the 1960's, but with farmers in a better position than in the 1920's or 1930's to face up to it.

There are fewer farmers today, Mr. Tootell pointed out, yet these farmers are more efficient, better informed as to alternatives, and with considerably higher owner-equities. In addition, a fairly high percentage of farm families have substantial off-farm income, he added.

"Farmers and their cooperatives will continue to expand the size of their business through more capital investment to gain even greater efficiency of operation," Mr. Tootell said. He explained that a great deal of this capital would be represented by credit.

"Despite the great demand for capital funds from all segments of our economy, it appears that the cooperative Farm Credit System and other agricultural lenders will be able to meet the growing credit needs of farmers and their cooperatives," Mr. Tootell commented.

"The cooperative Farm Credit System's greatest single contribution has been providing a dependable supply of credit even in periods of tight money. It has been made possible by the System's ability to tap the nation's money markets and channel the funds into the hands of farmers and their cooperatives," he observed. He predicted that even greater emphasis in the 1960's will be placed on the "qualitative side of credit."

The farm credit official described "quality credit" as that which included "constructive, personalized service, technical assistance and counseling in financial management." He commended the banks for cooperatives, Federal land bank associations and production credit associations for their performance in this regard.

The Farm Credit Administration supervises and coordinates a cooperative credit system for agriculture. This system provides long- and short-term credit to farmers and their cooperative marketing, purchasing, and business service organizations.

Poultry Products Inspection Act

USDA has proposed the enactment of legislation amending the Poultry Products Inspection Act so as to authorize the Department to continue to exempt certain processing operations from the continuous inspection requirements.

The Act authorizes exemptions from resident inspection in instances when it would be impracticable to provide such inspection and the exemption will aid in the effective administration of the Act. The authority for such exemptions will expire June 30, and the USDA has requested that such authority be extended indefinitely.

USDA policy has been to provide inspection for poultry slaughtering and eviscerating operations and to exempt further processing operations from the continuous inspection requirements, provided (1) the poultry ingredients used in such exempted products have been inspected under the Act or the voluntary inspection program, (2) the exempted establishments meet the same requirements as to sanitary standards and operating procedures as established under continuous inspection, (3) the exempted establishments submit for approval all labeling materials used on their products as is required of establishments operating under continuous inspection, and (4) exempted establishments undergo inspection from time to time to ensure compliance with the regulations issued under the Act.

USDA stated that there are 300 establishments of this type in the United States. The exemption permits them to process poultry and poultry products without continuous resident inspection.

A bill, S. 3089, to extend the exemption indefinitely was introduced by Senator Ellender (La.) February 24.

Meats for U. S. Agencies

USDA has outlined procedures that federal meat inspectors will use in identifying humanely slaughtered meat animals when the Humane Slaughter Law goes into effect June 30. After that date meat and meat products sold to federal agencies must come from animals slaughtered by methods spelled out in the humane slaughter regulations.

USDA announced on February 20 that

"The Meat Inspection Division of ARS has the responsibility for administering certain features of the law, which was passed in 1958. These include identification of carcasses of humanely slaughtered animals. Each month ARS plans to publish in the *Federal Register* information indicating the name and identifying number of all meat-packing establishments operating under the law and the species of animals humanely slaughtered at these plants.

"Carcasses marked with a meat inspection legend coinciding with establishment numbers listed in the *Federal Register* will be considered identified within the meaning of the Humane Slaughter Law."

Study of Shrimp Imports

The U. S. Tariff Commission has instituted an investigation, at the direction of the House Ways and Means Committee, to determine whether shrimp are being imported in such increased quantities, either actual or relative to domestic production, as to cause or threaten serious injury to the domestic shrimp industry.

Imports of shrimp have increased steadily during the past five years, and the 106.5 million pounds imported in 1959 were 2½ times the volume imported in 1954. Shrimp in all forms is imported free of duty.

If the Tariff Commission finds injury or the threat of injury to the domestic industry as the result of imports, it may recommend the establishment of a tariff (not in excess of 50 percent ad valorem) which it determines to be necessary to remedy or prevent such injury.

The Tariff Commission will formally open its investigation with a public hearing March 16. The Commission is to report to the Ways and Means Committee by May 9.

Industry Self-Regulation Aids FDA in Protecting Consumers

Members of the N.C.A. staff were prominent on the program of the Virginia Canners Association's 52d annual convention in Richmond February 26-27.

Secretary Carlos Campbell was the dinner speaker at the opening of the convention. H. E. Dunkelberger of Counsel's Office and Dr. C. H. Mahoney, Director of the Raw Products Research Bureau, spoke on the food additives situation. R. B. Heiney, Assistant to the Secretary, outlined the status of marketing order legislation.

Mr. Campbell stated that establishment of a "Consumer's Department" at the Cabinet level, as recommended recently by the AFL-CIO, would be another governmental "frill" which we can ill afford.

The usual justification for such a proposal, he noted, is the citizen's alleged inability to protect himself in the purchase of consumer goods (food in particular) with respect to both economy and safety.

This proposal appears to be a reflection of the conviction that the automatic protection to the consumer afforded by the proper functioning of our economic system is breaking down, Mr. Campbell asserted. "They realize, or should recognize, that protection against exorbitant prices, or prices that do not reflect value, is provided through the competition of those who sell consumer goods. . . . All of these operations result in more adequate protection of the consumer's pocketbook than could possibly be provided by any group of so-called government experts charged with administering prices."

Criticizing the concept that "government should spoon-feed the consuming public, tasting each bite in advance to insure that the consumer's health will not be endangered," Mr. Campbell asserted that there is no justifiable reason for resurrecting the archaic custom of the "king's taster." The Food and Drug Act, he claimed, provides adequate protection for the consumer against contaminated foods.

"The consumers of this country have learned to buy and consume their food without fear, and this consumer confidence has been a result of the care with which the food processor has undertaken to provide wholesome food for the public," Mr. Campbell stated. Criticizing those who would give the government full credit for intercepting contaminated food on its way to the consumer, Mr. Campbell pointed out that only a very small percentage of the total protection afforded to consumers is provided by the government's regulatory agencies. The vast majority of such protection comes from the free enterprise, competitive system, he said.

Despite their excellent record to date, food processors must continue to keep their house in order and avoid self-righteousness, Mr. Campbell warned. The National Canners Association, he reported, has recently taken the lead in sponsoring an industry-wide program entitled "Consumer Confidence in Canned Foods: Industry's Responsibility." Such a program, he concluded, might well be extended beyond the canning industry.

Those who are really interested in the protection of the consumer, and in the maintenance of consumer confidence in the food industry and the Food and Drug Administration, should be made aware of the importance of maintaining a proper division of responsibility between industry and government, Mr. Campbell said.

Highlights of Mr. Campbell's address were distributed by the Information Division in a press release sent to 112 Virginia newspapers and to 111 radio-TV stations in the state.

Forthcoming Meetings

March 3-4—Pennsylvania Canners Association, Canners Workshop, Allenberry Lodge, Boiling Springs

March 6-10—National Association of Frozen Food Packers, 19th Annual Convention and Exposition, Conrad Hilton Hotel, Chicago

March 13-16—National-American Wholesale Grocers Association, 54th Annual Convention and Marketing Exposition, Palmer House, Chicago

March 14-15—Tri-State Packers Association, Spring Meeting, DuPont Hotel, Wilmington, Del.

March 15—National Canners Association, Northwest Branch, Annual Canned Salmon Cutting and Technical Conference, Olympic Hotel, Seattle

March 18—Utah Canners Association, Annual Spring Meeting, Hotel Utah, Salt Lake City

March 20-22—Canners League of California, 56th Annual Meeting, Santa Barbara Biltmore, Santa Barbara

March 21-25—Oregon State College, Food Science Short Course, Food Technology Bldg., Corvallis

March 22—Wisconsin Canners Association, Processors Conference, Wisconsin Center Bldg., Madison

March 23—Wisconsin Canners Association, Safety Institute, Loraine Hotel, Madison

March 24—Southern California Food Processors Association and California Fish Canners Association, Joint Meeting, Lafayette Hotel, Long Beach

March 24-26—Institutional Food Distributors of America, Annual Convention and Exhibit, Memorial Auditorium, Dallas

March 25-26—Northwest Canners and Freezers Association, Membership Conference, Gearhart Hotel, Gearhart, Ore.

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